



eCONNECT

The latest news and updates on MLS tech and services.

Addressing Malicious Misinformation

The truth about your MLS options

For years now, we've been diligent in being the bigger MLS in San Diego County. We mean that both literally and figuratively – literally because we are the largest MLS organization in California with over 100,000 users, and figuratively because we have seldom fought back against lies, some petty, some pernicious, told about our organization by another MLS.

After seeing [this email](#), however, we can no longer stand by and tolerate the spreading of overt, malicious lies about us.

Let's go point-by-point and tackle each lie in this email.

Lie #1

“Due to upcoming changes to your MLS service, you will lose important data and resources for your business.”

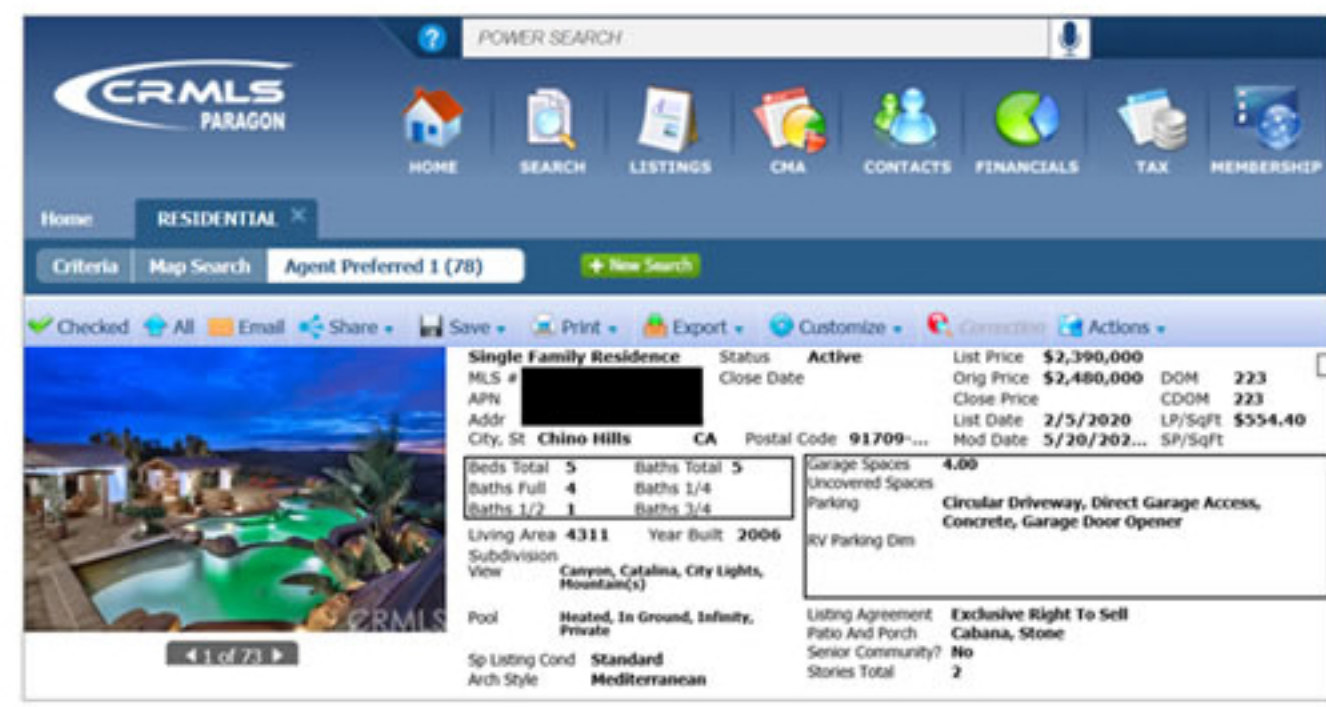
This is false. You will lose neither data nor resources when CRMLS upgrades your Paragon system. While it is true that some preferences and settings will not transfer into your new system, your data itself will be preserved. We're not sure what our competitor means by “resources,” but all the MLS products you currently use, including Paragon, will carry over or be improved by access to more data than before.

Lie #2

After September 17, the following functionality will be available from San Diego's MLS providers.*



This is a heavily implied misrepresentation. Our competitor is showing you a screenshot of Paragon side-by-side with a screenshot of CRMLS Matrix to imply that you will have to switch to CRMLS Matrix. This is false. While CRMLS Matrix is still available as an option (contact your Association for information, if you're currently using Paragon), you will continue to use Paragon after the upgrade. Below is a screenshot of what CRMLS Paragon will look like:



Lie #3

Settings are not data. This section also implies that things like client favorites and rejects will not carry over, when in fact they will – it is only the preference settings for these points that we do not expect to carry over.

✔ Auto Notifications Settings	✘ Saved data lost with CRMLS
✔ Collab Center	✘ Data Lost
✔ Favorites	✘ Data Lost
✔ Possibilities	✘ Data Lost
✔ Rejects	✘ Data Lost
✔ Custom Reports	✘ Data Lost
✔ Custom Exports	✘ Saved data lost with CRMLS

Lie #4

Again, settings are not data. We don't know where they got the word “most” to refer to saved searches not carrying over, but it's a gross misrepresentation. For reference, in our recent upgrade to the Flex system used by Ventura County and Pasadena-Foothills, only about 2% of saved searches did not carry over.

✔ Preference Settings including:	✘ Saved data lost with CRMLS
✔ Market Monitor Filters	✘ Data Lost
✔ Search Options	✘ Data Lost
✔ Results Options	✘ Data Lost
✔ Saved Searches	✘ Most will be lost with CRMLS
✔ All Previously Created CMAs	✘ Saved data lost with CRMLS
✔ Hot Sheets will NOT carry over	✘ Saved data lost with CRMLS

Lie #5

This is spin that would make a politician blush. In your old system, “Neighborhood” is a free text field, “Market Area” is almost never used, and “Room Dimensions” are, per our research, widely disliked! The fact is that all the information you need about local areas is preserved – or even improved – in your new system. (And if you really care that much about Room Dimensions, you are welcome to still enter them into, and search by, Remarks fields.)

✔ The ability to search by:	✘ No longer available with CRMLS
✔ Neighborhood	✘ No longer available
✔ Market Area	✘ No longer available
✔ Room Dimensions	✘ No longer available

Conclusion

CRMLS as an organization has been transparent and open about the changes coming to your MLS system. These changes came about because of lawsuits and CRMLS's best attempts to do what is most effective for all San Diego brokers and agents, not just those that now use our systems. It is disappointing that many of the behaviors that led to those lawsuits have continued.

CRMLS looks forward to the Paragon Upgrade and allowing the two organizations to dictate their own destinies. We can promise you that CRMLS will always be truthful to you, our users. We will rise above the petty lies and bickering that seem to be perpetuated from this misdirected sense of competition that seems to be created in this environment. We will endeavor to differentiate ourselves by our actions, not our words. We will act and not attack. We will stand on the strength of our products and our services and allow you, the real estate professional, to make decisions based on those factors. That is how business should be done.

California Regional MLS

Support

We've got you covered. If you are in need of technical support, please click the button below to submit a support request. A California Regional MLS customer care representative will be happy to assist you during regular business hours.

Get Help

Education

We've got resources. CRMLS offers classroom training and online videos, webinars, and text reference guides to educate you on the products and services available to you. Click the button below to visit the CRMLS training center.

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